



Opportunities for Growth in Central and Eastern Europe

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Investing in Bulgaria – The strategic business destination in CEE



CEE - 130 million inhabitants:

- ❖ [Estonia](#)
- ❖ [Latvia](#)
- ❖ [Lithuania](#)
- ❖ [Poland](#)
- ❖ [Germany](#) (Eastern part)
- ❖ [Czech Republic](#)
- ❖ [Slovakia](#)
- ❖ [Hungary](#)
- ❖ [Romania](#)
- ❖ [Bulgaria](#)
- ❖ [Slovenia](#)
- [Croatia](#) - an acceding state of the [European Union](#)
- [Bosnia-Herzegovina](#)
- [Serbia](#)
- [Kosovo](#)
- [Albania](#)
- [Montenegro](#)
- [Macedonia](#)

Investing in Bulgaria – The strategic business destination in CEE

Central & Eastern Europe – one of the most dynamic regions in the world



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CEE - Common Selling Points

- ✓ Geographic location
- ✓ Cost of doing business
- ✓ Improving infrastructure
- ✓ Investor incentives
- ✓ Competitive Tax regime



CEE - Common Selling Points



- ✓ Educated and skilled workforce
- ✓ Easiness for setting up a business
- ✓ Higher GDP growth rate
- ✓ EU Funding

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A shift

From

lower-value textile and food industry

to:

investment in
(luxury) vehicle production,
renewable energy systems,
high-end tourism,
information technology.

CEE - Industries in the Investors Focus

✓ IT

✓ Manufacturing

- Automotive
- Electronics
- Chemistry

✓ Services

- Transportation & logistics
- Shared services
- Medical services & equipment

Major Korean Investors in CEE

- ✓ Samsung Electronics
- ✓ Samsung SDI
- ✓ Hankook Tire
- ✓ KDB Bank
- ✓ Hanwha Bank
- ✓ AceHinge Tech
- ✓ Korea Fuel-Tech Corporation
- ✓ MANDO Corporation
- ✓ Nifco Korea Inc.
- ✓ SHINCHANG ELECTRICS Co., Ltd.

Doing business in CEE – beyond the figures

- ✓ Culturally and ethnically tolerant people
- ✓ Trustful and trustworthy
- ✓ Industrious
- ✓ Respect companies from leading economies
- ✓ Easy to lead
- ✓ Loyal to good employers

A Successful Entrepreneur in CEE:



1. Understand the specific market and the local business practices
2. Recognize that CEE is not one but a diverse group of consumers and markets that have to be tackled market by market

A Successful Entrepreneur in CEE:

3. Surround yourself with a local partner or consultant that you have researched and can be a trusted advisor/partner and challenge blanket assertions and promises.

Kenny Blatt, New York

Central and Eastern Europe: Growth Opportunity



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